

AJRUN AZHIM FAWWAS

DIGITAL MARKETING Portfolio

PT DINAMIKA GEMILANG NIAGA



About WORK

Manage cross-brand digital marketing strategies through Meta Ads, TikTok Ads, and Shopee Ads, including visual design, product content optimization, inventory monitoring, campaign performance analysis, and collaboration with influencers to increase awareness and sales.

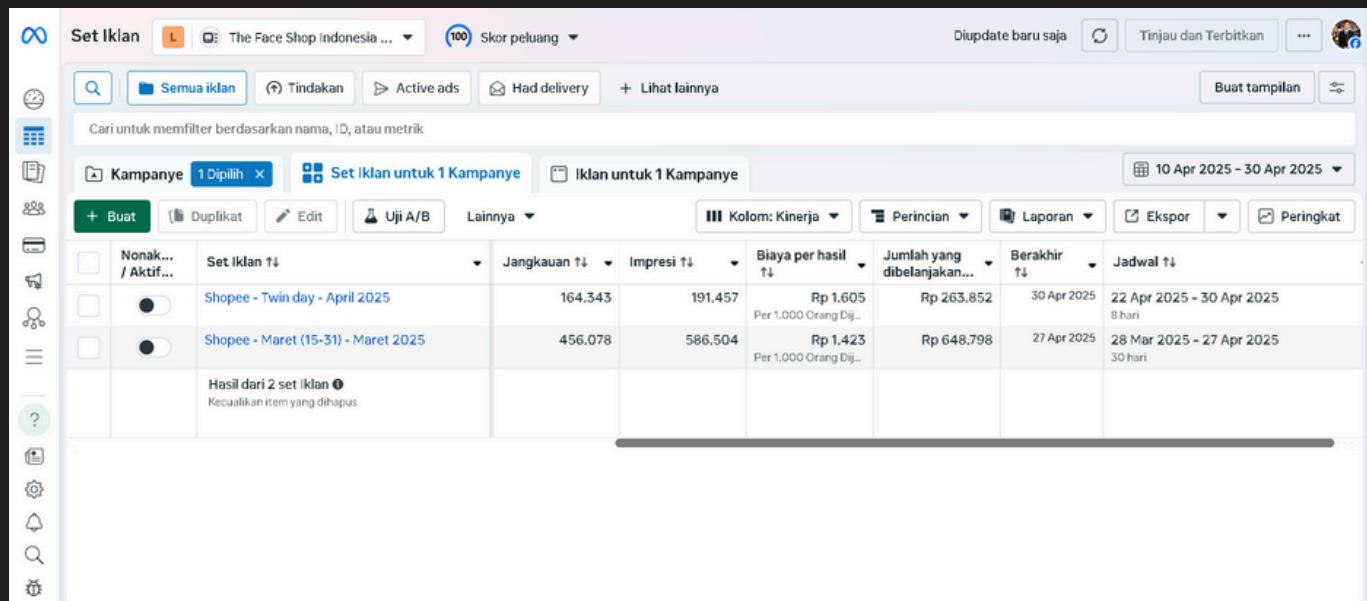




WORK LIST

01. **META ADS**
02. **Tiktok Ads**
03. **Graphic Design**
04. **B2B MARKETING**
05. **KOL IDENTITY**
06. **Shopee Ads**

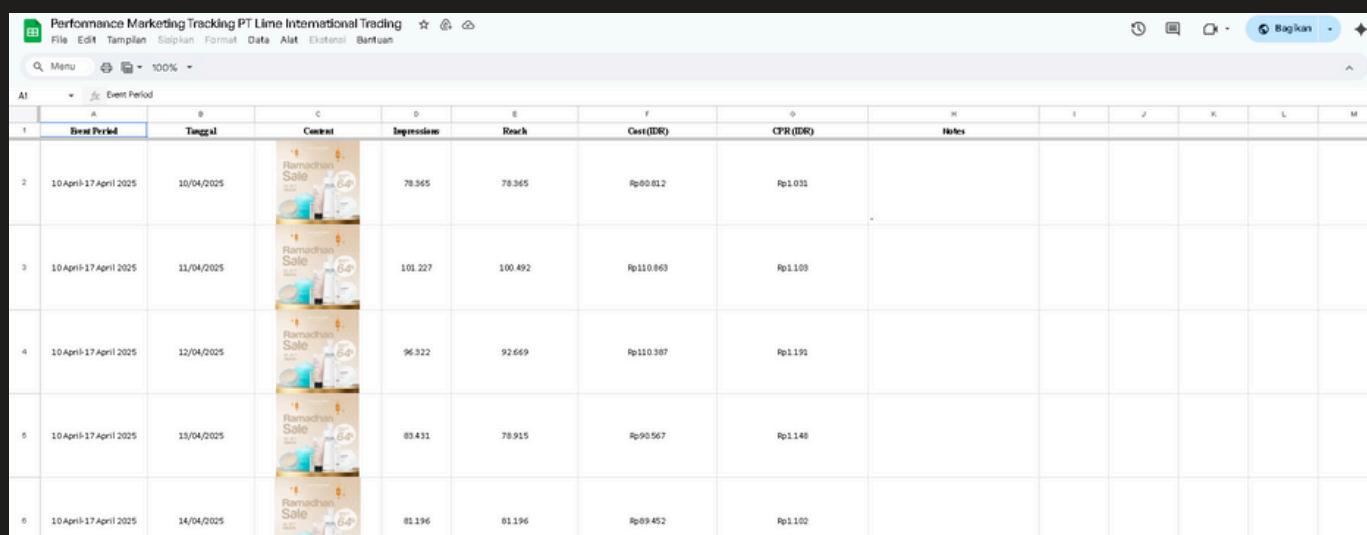
Meta Ads



The screenshot shows a Shopee advertising dashboard. The top navigation bar includes 'Set Iklan', 'Skor peluang', 'Diupdate baru saja', 'Tinjau dan Terbitkan', and 'Lihat lainnya'. The main table displays two campaigns: 'Shopee - Twin day - April 2025' and 'Shopee - Maret (15-31) - Maret 2025'. The table columns include 'Set Iklan', 'Jangkauan', 'Impresi', 'Biaya per hasil', 'Jumlah yang dibelanjakan', 'Berakhir', and 'Jadwal'. The 'Shopee - Twin day' campaign reached 164,343 people with 191,457 impressions, costing Rp 1,605 per result and Rp 263,852 in total ad spend over 8 days. The 'Shopee - Maret' campaign reached 456,078 people with 586,504 impressions, costing Rp 1,423 per result and Rp 648,798 in total ad spend over 30 days.

Shopee Twin Day – April 2025

- Reach: 164,343 people
- Impressions: 191,457 times
- Cost per result: Rp 1,605
- Total ad spend: Rp 263,852
- Duration: 8 days



The screenshot shows a spreadsheet titled 'Performance Marketing Tracking PT Line International Trading'. The table tracks daily campaign performance from April 10 to April 17, 2025. The columns include 'Event Period', 'Tanggal', 'Impresi', 'Reach', 'Cost(IDR)', 'CPR(IDR)', and 'Holes'. The data shows a general upward trend in impressions and reach over the period, with costs and CPR remaining relatively stable.

Event Period	Tanggal	Impresi	Reach	Cost(IDR)	CPR(IDR)	Holes
10 April-17 April 2025	10/04/2025	78.365	78.365	Rp 80.812	Rp 1.031	
10 April-17 April 2025	11/04/2025	101.227	100.492	Rp 110.863	Rp 1.109	
10 April-17 April 2025	12/04/2025	96.522	92.669	Rp 110.387	Rp 1.193	
10 April-17 April 2025	13/04/2025	83.431	78.915	Rp 90.567	Rp 1.148	
10 April-17 April 2025	14/04/2025	81.196	81.196	Rp 89.452	Rp 1.102	

Conclusion:

The campaign successfully reached over 620,000 unique audiences with a total of nearly 780,000 impressions. The ads were cost-efficient with an average of Rp 1,423 – Rp 1,605 per result, demonstrating strong effectiveness in boosting brand awareness and driving traffic to The Face Shop's Shopee catalog.

Shopee Campaign – March 15–31, 2025

- Reach: 456,078 people
- Impressions: 586,504 times
- Cost per result: Rp 1,423
- Total ad spend: Rp 648,798
- Duration: 30 days

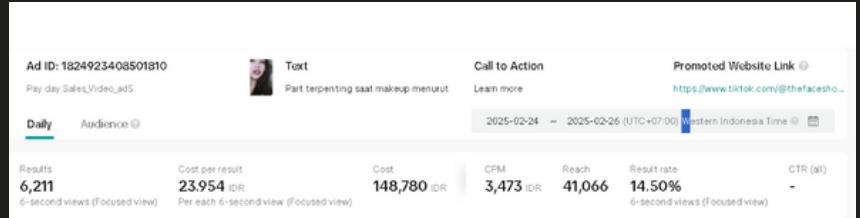
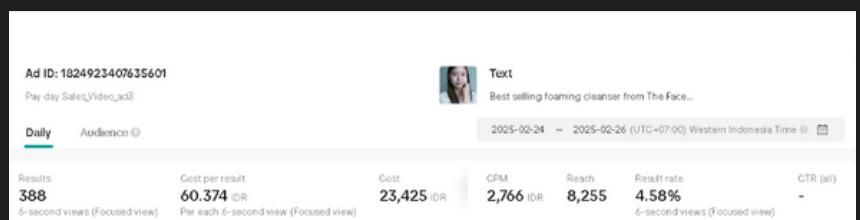
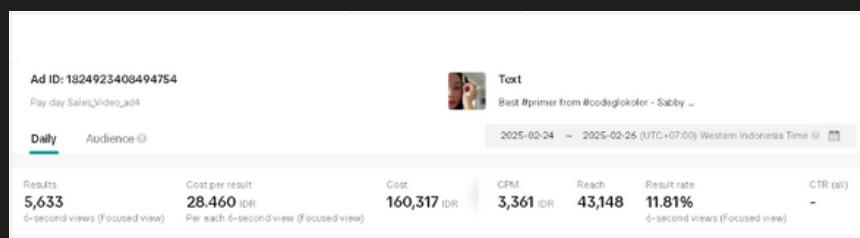
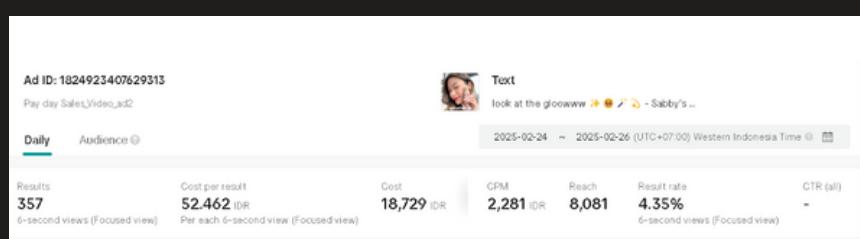
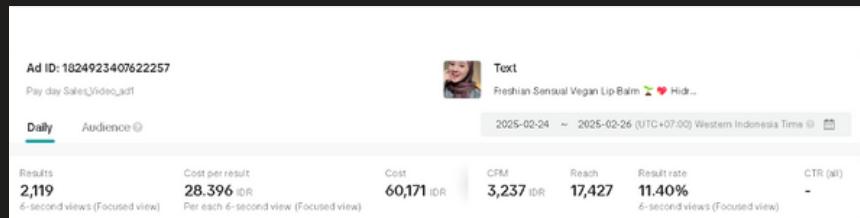
TOOLS:



SHOPEE ADS

SHOPEE - Nitroshop																					
Q1	Total Sales Amount			Sales by Ads			Ad Cost			ROAS (Sales by Ads)			ROAS (Total Sales Gross)								
	January	February	March	AVERAGE	January	February	March	AVERAGE	January	February	March	AVERAGE	January	February	March	AVERAGE					
1	14,081,525	6,719,132	5,714,810	8,457,492	3,100,000	2,600,000	2,300,000	403,000	213,000	305,000	1,709,352	14.03	8.52	4.54	27.08	18.74	16.70				
2	3,100,000	18,161,394	5,891,624	8,384,539	2,200,000	3,200,000	1,500,000	2,300,000	393,300	304,900	593,723	5.60	6.62	6.71	7.09	21.03	19.32	16.93			
3	2,492,917	3,414,699	18,605,905	9,172,170	450,000	853,000	8,800,000	2,897,000	244,200	378,500	1,000,000	540,900	2.12	6.80	4.92	9.22	18.61	16.70			
4	143,377	3,171,696	4,640,002	3,691,754	13,000,000	953,000	1,800,000	1,204,323	239,900	28,200	1,000,000	752,367	1.02	4.37	1.00	2.13	1.92	14.54	2.50	0.34	
5	1,166,155	3,813,661	2,367,397	2,588,474	290,000	980,500	661,000	646,500	239,900	36,500	160,000	161,173	1.28	11.34	4.13	5.57	5.92	41.45	38.46	21.92	
6	234,105,000	2,007,157	1,500,000	420,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000	350,000		
7	3,220,071	2,721,665	3,201,630	2,910,194	740,000	415,000	1,900,000	1,607,313	64,600	87,400	160,000	104,000	11.56	4.98	11.98	9.40	50,021	26.67	50.01	23.25	21.77
8	3,140,521	2,297,304	4,084,574	2,437,532	811,000	140,000	1,900,000	958,533	65,000	87,400	160,000	104,300	12.56	1.70	11.88	8.71	48,46	28.14	30.40	19.07	16.20
9	2,655,093	2,469,407	2,811,383	2,655,561	899,000	240,000	340,000	497,000	54,800	96,400	156,000	102,700	13.80	2.85	2.20	6.32	41.13	28.75	17.95	29.29	21.80
10	2,674,713	2,667,191	3,983,013	3,109,306	162,000	564,000	195,000	307,323	80,900	224,800	0	99,233	2.66	2.51	0.04061	43.92	11.86	0.04061	0.04061	0.04061	
11	2,252,799	2,416,322	6,537,277	3,735,461	546,000	1,500,000	140,000	731,667	95,500	222,020	160,000	159,182	6.72	6.78	0.93	4.47	23.59	10.88	40.86	28.11	
12	1,999,346	4,646,532	3,735,242	3,459,878	919,000	1,200,000	919,000	1,712,000	156,800	358,020	299,087	5,98	5.90	5.92	5.57	12.75	8.71	23.88	14.98	14.98	
13	1,690,020	2,100,000	2,100,000	2,855,000	572,000	2,000,000	2,000,000	2,000,000	404,200	54,400	160,000	160,000	51.16	2.25	2.59	1.59	12.57	7.49	2.50	23.00	21.81
14	1,690,020	1,763,944	4,020,558	3,394,913	7,200,000	0	951,000	1,690,313	293,700	0	44,600	188,000	22.55	2.59	1.59	1.59	12.57	7.49	2.50	23.00	21.81
15	3,051,577	2,087,295	3,890,717	2,009,894	1,800,000	0	1,150,000	700,000	213,000	0	94,500	92,700	4.69	0.04061	17.05	0.04061	14.29	0.04061	60.32	0.04061	0.04061
16	3,007,012	2,242,598	3,517,539	2,922,380	1,800,000	0	709,000	838,333	261,900	0	65,200	88,957	8.92	0.04061	10.91	0.04061	14.09	0.04061	54.12	0.04061	0.04061
17	4,344,957	1,905,841	5,221,053	3,857,250	2,000,000	140,000	722,000	969,233	198,200	0	65,000	67,733	10.99	0.04061	11.26	0.04061	21.92	0.04061	81.86	0.04061	0.04061
18	2,413,901	2,456,864	3,171,004	2,600,818	1,200,000	0	1,200,000	886,887	66,000	362,200	65,000	184,032	20.20	0.00	20.20	13.23	37.14	6.79	40.79	30.90	
19	2,842,364	4,020,264	2,381,600	3,349,367	1,800,000	0	1,600,000	1,132,230	291,300	94,700	844,900	240,037	0.00	3.77	4.27	14.12	44.80	1.11	21.81	21.81	
20	2,655,555	2,171,452	4,062,000	2,200,000	425,000	1,900,000	1,715,000	1,715,000	291,300	291,300	291,300	291,300	2.75	1.73	2.87	5.15	15.75	12.75	5.91	12.75	12.75
21	5,467,073	1,154,016	3,161,351	2,280,314	670,000	140,000	2,100,000	973,000	531,700	64,400	412,100	319,400	5.09	1.59	6.99	2.84	26.33	13.22	5.00	14.57	14.57
22	3,689,567	963,117	4,732,846	737,000	181,000	3,100,000	1,539,333	110,000	96,000	409,500	211,500	8.70	1.91	6.33	4.98	33.51	10.35	9.87	17.94	17.94	
23	1,931,108	1,624,661	2,288,346	1,951,372	1,300,000	1,400,000	900,333	110,000	60,000	520,000	220,267	10.20	3.25	2.89	5.35	17.56	27.24	4.29	18.40	18.40	
24	2,602,638	4,656,926	2,467,709	3,204,991	1,800,000	1,900,000	1,900,000	1,900,000	678,700	441,400	455,733	4.05	4.71	3.62	4.10	10.51	6.68	5.64	7.82	7.82	
25	5,170,704	7,094,430	6,187,007	6,150,726	946,000	2,100,000	1,981,667	219,300	306,020	99,700	201,000	4.37	9.51	21.06	11.65	23.91	23.26	62.06	36.41	36.41	
26	2,945,091	2,000,000	2,000,000	2,710,000	951,000	2,800,000	2,133,100	306,020	201,000	201,000	201,000	201,000	12.06	0.55	18.16	18.12	21.67	18.02	18.02		
27	4,447,185	1,971,467	2,159,861	2,710,000	210,000	250,000	242,400	304,800	211,000	211,000	211,000	211,000	21.53	6.72	2.84	2.84	19.42	12.48	12.48	12.48	
28	1,665,976	1,900,004	2,158,498	1,709,500	97,200	1,100,000	420,000	631,000	186,000	186,000	186,000	186,000	2.71	5.09	3.61	5.04	3.99	6.32	13.34	11.52	
29	2,875,000	1,145,424	2,810,519	87,020	195,000	539,000	728,000	713,000	713,												

Tiktok Ads



- Total Results: 14,708 focused views
- Top Performer: Makeup Essential – 6,211 views, 14.5% result rate, lowest cost per result (IDR 23,954)
- Other highlights:
- Primer – 5,633 views, 11.8% result rate
- Vegan Lip Balm – 2,119 views, 11.4% result rate

Conclusion:

The Pay Day Sales campaign effectively showcased The Face Shop's hero products, achieving over 14,700 focused 6-second views in just 3 days. Among all creatives, Video Ad 5 (Makeup Essential) delivered the best performance with the highest result rate (14.50%) and the lowest cost per result (IDR 23,954), making it the most efficient ad in driving attention and engagement.

TOOLS:



Graphic Design

I successfully created and delivered a total of 498 e-commerce cover image designs for Hitshop's food and beverage products, enhancing product appeal and strengthening visual branding across digital platforms.

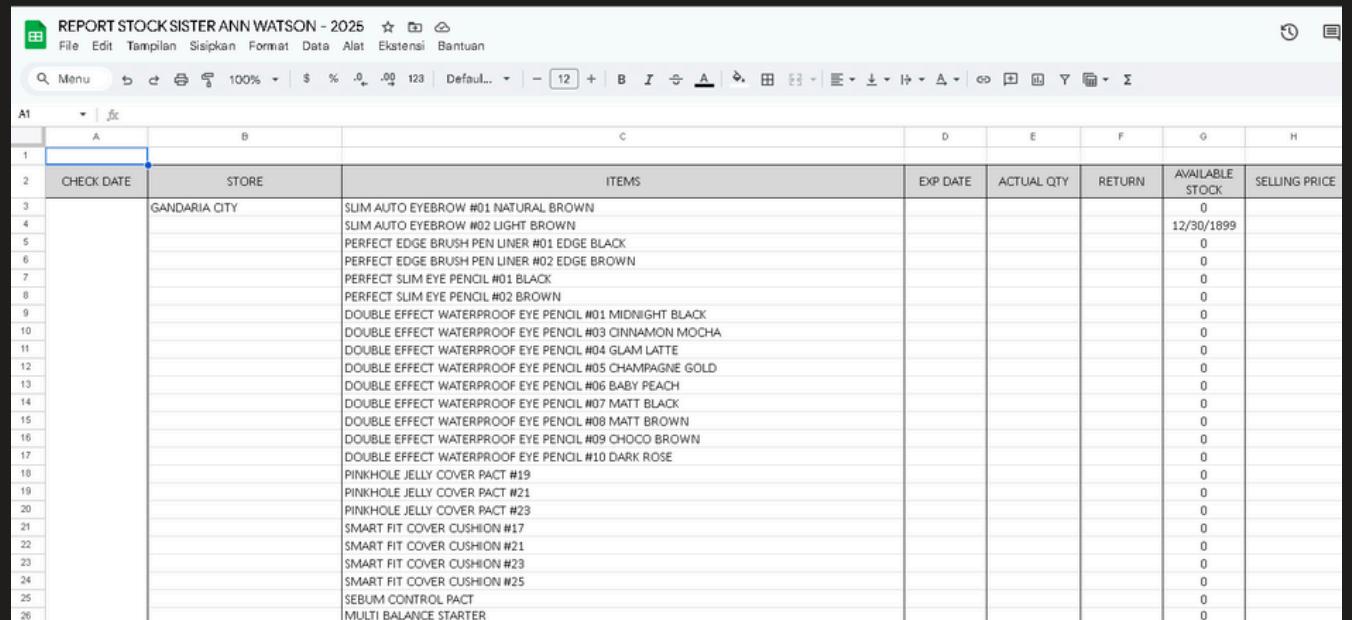


KLIK

TOOLS:



Trade Marketing Staff



The screenshot shows a Microsoft Excel spreadsheet with the following columns: A1 (row 1), A2 (row 2), B (row 3), C (row 4), D (row 5), E (row 6), F (row 7), G (row 8), H (row 9). The data starts with a header row (row 2) and continues with product details. The products listed include various eye pencils and a cover pact, with their respective item numbers, descriptions, and stock levels.

A1	B	C	D	E	F	G	H	
A2	B	C	D	E	F	G	H	
1								
2	CHECK DATE	STORE	ITEMS	EXP DATE	ACTUAL QTY	RETURN	AVAILABLE STOCK	SELLING PRICE
3		GANDARIA CITY	SUM AUTO EYEBROW #01 NATURAL BROWN SUM AUTO EYEBROW #02 LIGHT BROWN PERFECT EDGE BRUSH PEN LINER #01 EDGE BLACK PERFECT EDGE BRUSH PEN LINER #02 EDGE BROWN PERFECT SLIM EYE PENCIL #01 BLACK PERFECT SLIM EYE PENCIL #02 BROWN DOUBLE EFFECT WATERPROOF EYE PENCIL #01 MIDNIGHT BLACK DOUBLE EFFECT WATERPROOF EYE PENCIL #03 CINNAMON MOCHA DOUBLE EFFECT WATERPROOF EYE PENCIL #04 GLAM LATTE DOUBLE EFFECT WATERPROOF EYE PENCIL #05 CHAMPAGNE GOLD DOUBLE EFFECT WATERPROOF EYE PENCIL #06 BABY PEACH DOUBLE EFFECT WATERPROOF EYE PENCIL #07 MATT BLACK DOUBLE EFFECT WATERPROOF EYE PENCIL #08 MATT BROWN DOUBLE EFFECT WATERPROOF EYE PENCIL #09 CHOCO BROWN DOUBLE EFFECT WATERPROOF EYE PENCIL #10 DARK ROSE PINKHOLE JELLY COVER PACT #19 PINKHOLE JELLY COVER PACT #21 PINKHOLE JELLY COVER PACT #23 SMART FIT COVER CUSHION #17 SMART FIT COVER CUSHION #21 SMART FIT COVER CUSHION #23 SMART FIT COVER CUSHION #25 SEBUM CONTROL PACT MULTI BALANCE STARTER				12/30/1899	
4							0	
5							0	
6							0	
7							0	
8							0	
9							0	
10							0	
11							0	
12							0	
13							0	
14							0	
15							0	
16							0	
17							0	
18							0	
19							0	
20							0	
21							0	
22							0	
23							0	
24							0	
25							0	
26							0	

April 2025

- Total produk tercatat: 25 item
- Total stok tercatat (QTY STOCK): 1.075 pcs
- Stok tersedia (Available): 1.074 pcs
- Retur produk: 2 pcs

March 2025

- Total produk tercatat: 24 item
- Total stok aktual: 1.265 pcs
- Retur produk: 0 pcs

In March and April 2025, I successfully monitored and managed Sister Ann's stock performance at Watsons, ensuring optimal inventory levels, checking product expiry dates, and handling product returns to minimize potential losses and maintain smooth B2B operations."

TOOLS:



KOL Identity

no	nama	pic	kategori	Instagram	followers		status
					ig	TikTok	
1	westbros	Ajrun	Micro	https://www.instagram.com/westbros/	25.5k		APPROACH
2	lackmagnifico	Ajrun	Micro	https://www.instagram.com/lackmagnifico/	59.7k		APPROACH
3	yoskuliner	Ajrun	Micro	https://www.instagram.com/yoskuliner/	62.2k		APPROACH
4	Fajar R	Ajrun	Micro	https://www.instagram.com/fajarr/	66.3k		APPROACH
5	Sergino Rikiputra	Ajrun	Micro	https://www.instagram.com/sergino_rikiputra/	56k		APPROACH
6	M.Diemas Anggara	Ajrun	Micro	https://www.instagram.com/m_diemas_anggara/	109K		APPROACH
7	Aditya Perdana & Vendryana Larasati	Ajrun	Micro	https://www.instagram.com/adityaperdana/	58.8k		APPROACH
8	Jonathan Mulia	Ajrun	Micro	https://www.instagram.com/jonathanmulia/	73.6k		APPROACH
9	Cindy Lulaby	Ajrun	Micro	https://www.instagram.com/cindylulaby/	86.7k		APPROACH
10	CELESTE	Ajrun	Micro	https://www.instagram.com/celestes/	11.4K		APPROACH
11	Jessica_sry	Ajrun	Micro	https://www.instagram.com/jessica_sry/	37.5k		APPROACH
12	makassarkulinercom	Ajrun	Micro	https://www.instagram.com/makassarkulinercom/	66.3K		APPROACH
13	desy	Ajrun	Micro	https://www.instagram.com/desy/	33.8K		APPROACH
14	nadiachibbyhachi	Ajrun	Micro	https://www.instagram.com/nadiachibbyhachi/	100k		APPROACH
15	Nanda Gabut	Ajrun	Micro	https://www.instagram.com/nandagabut/	87.2K		APPROACH
16	Gohana Navratilova Sirait	Ajrun	Macro	https://www.instagram.com/gohana.navratilova/	187K		APPROACH
17	Bang Ano	Ajrun	Macro	https://www.instagram.com/bangano/	143K		APPROACH
18	Garry Giranza	Ajrun	Macro	https://www.instagram.com/garrygiranza/	184K		APPROACH
19	Mulie Marilina & Andy Handoko	Ajrun	Macro	https://www.instagram.com/mulie_marilina_andy_handoko/	126K		APPROACH
20	Yuda Bustara	Ajrun	Macro	https://www.instagram.com/yudabustara/	141K		APPROACH
21	wiki	Ajrun	Macro	https://www.instagram.com/wikis/	148K		APPROACH
22	D. Dre	Ajrun	Macro	https://www.instagram.com/d.dre/	297K		APPROACH
23	Awirachma	Ajrun	Macro	https://www.instagram.com/awirachma/	297K		APPROACH
24	Makan Pake Recheh	Ajrun	Macro	https://www.instagram.com/makan_pake_recheh/	268K		APPROACH
25	David Handoko	Ajrun	Macro	https://www.instagram.com/david_handoko/	180K		APPROACH
26	Raelyne	Ajrun	Macro	https://www.instagram.com/raelyne/	118K		APPROACH
27	Hendri Aditya	Ajrun	Macro	https://www.instagram.com/hendriaditya/	214.9K		APPROACH

K-Seafood Influencer Data

- Total Influencers: 45
- Nano Influencers: 15
- Micro Influencers: 15
- Macro Influencers: 15 (dataset recorded 14)

In the K-Seafood campaign, I successfully researched and identified 45 relevant influencers consisting of 15 nano, 15 micro, and 15 macro influencers, ensuring a balanced mix to effectively reach different audience segments and support the brand's digital marketing strategy."

TOOLS:



Contact Me

LET'S WORK TOGETHER



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